



**PRCA TRAINING**

**UPCOMING  
TRAINING COURSES**

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APRIL 2022 - DECEMBER 2022

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# WELCOME TO PRCA TRAINING

All PRCA Training courses have a practical focus, meaning the skills, techniques and best practice covered in our training can be used with immediate effect upon returning to work.

Each course delivers content rich, cutting edge and relevant learning experiences which deliver benefit for both the organisation and the individual.

Take a look at our **newest courses** in 2022

## INTRODUCTORY COURSES

[Unlock Your Writing Super  
Power](#)

## INTERMEDIATE COURSES

[Speechwriting made Simple](#)

[PR Agency Finances for  
Account Managers](#)

[Harnessing Artificial  
Intelligence \(AI\) for PR and  
Communications](#)

[How to PR Crypto](#)

[Making Change: How  
Corporate and Brand  
Activism Works](#)

## ADVANCED COURSES

[Crisis Management in a  
Complex, Global Environment](#)

[Crisis Management Secrets  
from an Editorial Lawyer](#)

[PRCA Summer Future  
Leaders Programme - Jersey](#)

[Winning The War for Talent:  
From brand building to  
optimising your recruitment](#)

## PERSONAL SKILLS COURSES

[How to Communicate about  
Climate Change Accurately,  
and Effectively](#)

[Making Better Decisions  
Under Pressure](#)

[Think Like an Entrepreneur,  
Act like an Intrapreneur](#)

[Writing Compelling  
Longform Content](#)

# FACE TO FACE TRAINING

Our most popular sessions are also available to attend in person.

All face-to-face sessions are held in Central London\*, and focus on helping delegates learn in a relaxed and collaborative way.

Take a look at **face-to-face courses** running in 2022.

*\*Face-to-face courses include a light breakfast/lunch and refreshments*

## FACE TO FACE COURSES IN LONDON

[Honing Your Copywriting Skills](#)

[Selling into the Media](#)

[Productive Conflict and Difficult Conversations](#)

[Effective Leadership - Skills and behaviours needed to deliver efficiency and results](#)  
[Client Management: A strategic guide to successful client relationships](#)

[Presentation Skills](#)

[Account Management](#)

[Planning a Strategic PR Campaign](#)

[Project Management](#)

[Write Results - From press releases to tweets](#)

[Mastering the Art of Memorable Moderation & Facilitation](#)

[Winning The War for Talent Masterclass: From brand building to optimising your recruitment](#)

[Writing Effective Press Releases](#)

[Mastering Persuasion and Influence](#)

[Introduction to PR and Communications](#)

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Course	Date/Time	Level	Format
<a href="#">Controlling Over-Servicing</a>	05-04-22 9:30 - 13:00	Advanced	Virtual Classroom
<a href="#">Mastering Persuasion and Influence</a>	05-04-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#">Successful New Business Pitching</a>	06-04-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Narrative by Numbers: How to tell powerful and purposeful stories with data</a>	06-04-22 9:30 - 13:30	Advanced	Virtual Classroom
<a href="#">Gaining Coverage in a Digital Media World</a>	06-04-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Honing Your Copywriting Skills</a>	07-04-22 9:30 - 17:00	Intermediate	London
<a href="#">Digital Landscape for PR and Communications</a>	07-04-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Issues &amp; Crisis: Putting the human imperative front and centre</a>	13-04-22 9:30 - 13:00	Advanced	Virtual Classroom
<a href="#">Managing an Agency - Part 1</a>	13-04-22 10:00 - 17:00	Advanced	Virtual Classroom
<a href="#">How to Manage your Time and Workload more Effectively</a>	13-04-22 15:00 - 16:30	Personal Skills	Webinar
<a href="#">Selling into the Media</a>	14-04-22 9:30 - 17:00	Introductory	London
<a href="#">Introduction to Public Affairs</a>	14-04-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Creating Great B2B Social Media Campaigns</a>	19-04-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</a>	19-04-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<a href="#">Self-Knowledge, Emotional Intelligence, and Resilience Masterclass</a>	20-04-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#">Developing a digital strategy</a>	20-04-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Presentation Skills</a>	21-04-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#">Account Management</a>	21-04-22 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date/Time	Level	Format
<a href="#">Successful Meetings</a>	21-04-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Motivating and Leading PR and Communications Teams</a>	26-04-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Creativity - transform your capability</a>	26-04-22 10:30 - 15:00	Intermediate	Virtual Classroom
<a href="#">Implementing A Social Media Audit</a>	26-04-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Having the Clients you Deserve</a>	27-04-22 9:30 - 13:00	Advanced	Virtual Classroom
<a href="#">Developing the Best Version of Yourself</a>	27-04-22 10:30 - 13:00	Personal Skills	Virtual Classroom
<a href="#">Productive Conflict and Difficult Conversations</a>	28-04-22 9:30 - 13:30	Advanced	London
<a href="#">Diversity &amp; Inclusion for PR and Communications Managers</a>	28-04-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<a href="#">Lead Generation - Planning for gold</a>	03-05-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Effective Leadership - Skills and behaviours needed to deliver efficiency and results</a>	03-05-22 9:30 - 17:00	Advanced	London
<a href="#">The Power of Emotions in PR and Communications</a>	03-05-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Parliament and Public Affairs</a>	04-05-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Speechwriting made Simple</a>	04-05-22 9:30 - 13:30	Intermediate	Virtual Classroom
<a href="#">Improving your Proofreading and Editing Skills</a>	04-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Crisis Management in a Complex, Global Environment</a>	04-05-22 10:00 - 12:30	Advanced	Webinar
<a href="#">Social Media Metrics</a>	04-05-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Two Day Digital Masterclass</a>	05-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Selling into the Media</a>	05-05-22 10:00 - 17:00	Introductory	Virtual Classroom
<a href="#">Client Management: A strategic guide to successful client relationships</a>	10-05-22 9:30 - 17:00	Intermediate	London

Course	Date/Time	Level	Format
<a href="#">Social Media in Public Affairs</a>	10-05-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Introduction to PR and Communications</a>	11-05-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Business Development Planning and Strategy</a>	11-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Navigating the Paid Marketing Landscape in 2022 and Beyond</a>	11-05-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Budget Management</a>	12-05-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Presentation Skills</a>	17-05-22 9:30 - 17:00	Personal Skills	London
<a href="#">Introduction to Management</a>	17-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Your Role in New Business Pitching</a>	17-05-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Communicate for Impact: Get better results from all your meetings, teleconferences, and emails</a>	18-05-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#">Writing Effective Press Releases</a>	18-05-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Unleash Your Creativity</a>	18-05-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Exemplary People Management</a>	19-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Account Management</a>	19-05-22 9:30 - 17:00	Intermediate	London
<a href="#">Planning a Strategic PR Campaign</a>	24-05-22 9:30 - 17:00	Intermediate	London
<a href="#">TikTok: Tips and Trends for Digital PR and Social Media Campaigns</a>	24-05-22 10:00 - 12:30	Intermediate	Virtual Classroom
<a href="#">Behavioural Economics – The science behind successful PR</a>	24-05-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Developing a digital strategy</a>	25-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Building Resilience: Understanding Your Own Wellbeing &amp; Mental Health</a>	25-05-22 10:30 - 12:00	Personal Skills	Webinar

Course	Date/Time	Level	Format
<a href="#"><u>Managing an Agency – Part 2</u></a>	25-05-22 10:00 - 17:00	Advanced	Virtual Classroom
<a href="#"><u>Crisis Communications Management</u></a>	26-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#"><u>Content Marketing: Creative Strategy Tips to Drive Conversation</u></a>	26-05-22 10:00 - 12:30	Intermediate	Virtual Classroom
<a href="#"><u>How to Write a Winning Award Entry</u></a>	26-05-22 10:30 - 12:00	Intermediate	Webinar
<a href="#"><u>Good B2B Media Writing</u></a>	27-05-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#"><u>Successful New Business Pitching</u></a>	01-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#"><u>Selling into the Media</u></a>	01-06-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#"><u>Getting Maximum Impact from a Disappearing PR and Communications Budget</u></a>	01-06-22 15:00 - 16:30	Intermediate	Webinar
<a href="#"><u>Motivating and Leading PR and Communications Teams</u></a>	07-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#"><u>Developing a Communication Strategy</u></a>	07-06-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#"><u>Ethics in PR and Communications</u></a>	07-06-22 15:00 - 16:30	Intermediate	Webinar
<a href="#"><u>Project Management</u></a>	08-06-22 9:30 - 17:00	Introductory	London
<a href="#"><u>An Introduction to the Public Affairs Code</u></a>	08-06-22 10:00 - 11:00	Introductory	Webinar
<a href="#"><u>Reddit: Tips and Trends for Digital PR and Social Media Campaigns</u></a>	08-06-22 10:00 - 12:30	Intermediate	Virtual Classroom
<a href="#"><u>Managing an Integrated Communications Campaign</u></a>	08-06-22 10:30 - 12:00	Intermediate	Webinar
<a href="#"><u>Managing Performance to Improve Productivity</u></a>	09-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#"><u>Honing Your Copywriting Skills</u></a>	09-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#"><u>Using Video in Social Media for PR and Communications</u></a>	09-06-22 10:30 - 12:00	Introductory	Webinar

Course	Date/Time	Level	Format
<a href="#">Managing an In-House Team</a>	14-06-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Making Change: How Corporate and Brand Activism Works</a>	15-06-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Better Pitching</a>	15-06-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Producing Engaging Content in Public Sector Communications</a>	15-06-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Write Results - From press releases to tweets</a>	16-06-22 10:00 - 17:00	Introductory	London
<a href="#">Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</a>	16-06-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<a href="#">Introduction to Public Affairs</a>	16-06-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Think Like an Entrepreneur, Act like an Intrapreneur</a>	21-06-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#">Presentation Skills</a>	21-06-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#">Harnessing AI Ethically for Competitive Advantage</a>	21-06-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Managing Clients</a>	21-06-22 10:00 - 16:00	Introductory	Virtual Classroom
<a href="#">Planning a Strategic PR Campaign</a>	22-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Confidence, Clarity, Control – How to become a brilliant spokesperson</a>	22-06-22 9:30 - 13:30	Intermediate	Virtual Classroom
<a href="#">Running an Effective Political Campaign</a>	22-06-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">How to Communicate about Climate Change Accurately and Effectively</a>	23-06-22 9:30 - 13:00	Intermediate	Virtual Classroom
<a href="#">Smarter Prospecting</a>	23-06-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Influencer Relations</a>	23-06-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Account Management</a>	27-06-22 9:30 - 17:00	Intermediate	Virtual Classroom



Course	Date/Time	Level	Format
<a href="#">Writing Effective Press Releases</a>	27-06-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">How to Nail the Creative Process from Start to Finish</a>	27-06-22 10:00 - 14:00	Introductory	Virtual Classroom
<a href="#">Productive Conflict and Difficult Conversations</a>	28-06-22 9:30 - 13:30	Advanced	Virtual Classroom
<a href="#">Selling into the Media</a>	28-06-22 9:30 - 17:00	Introductory	London
<a href="#">The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns</a>	28-06-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">The Savvy Account Director</a>	29-06-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Creativity in B2B PR and Communications</a>	29-06-22 9:30 - 13:00	Intermediate	Virtual Classroom
<a href="#">The Trusted Advisor: How to Win and Retain Clients' Confidence</a>	30-06-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Mastering the Art of Memorable Moderation &amp; Facilitation</a>	04-07-22 9:30 - 13:00	Advanced	London
<a href="#">Crisis Communications Management</a>	04-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Stakeholder Relationship Management</a>	05-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Successful Networking</a>	05-07-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#">Crisis PR and Communications in a Digital World</a>	05-07-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Presentation Skills</a>	06-07-22 9:30 - 17:00	Personal Skills	London
<a href="#">Successful B2B Client Relationships</a>	06-07-22 9:30 - 13:00	Intermediate	Virtual Classroom
<a href="#">Getting to Grips with Grammar</a>	06-07-22 10:30 - 12:00	Introductory	Webinar
<a href="#">Introduction to Writing for PR and Communications Practitioners</a>	06-07-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Introduction to PR and Communications</a>	07-07-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Advanced Public Affairs</a>	07-07-22 9:30 - 12:30	Advanced	Virtual Classroom

Course	Date/Time	Level	Format
<a href="#">Selling into the Media</a>	08-07-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">How to PR Crypto</a>	08-07-22 10:00 - 13:00	Intermediate	Virtual Classroom
<a href="#">Developing an Internal Communications and Engagement Strategy</a>	12-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Measuring and Evaluating PR Campaigns</a>	12-07-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Brand and Brand Storytelling</a>	12-07-22 10:30 - 15:00	Intermediate	Virtual Classroom
<a href="#">Producing Thought Leadership That Actually Works</a>	13-07-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">How to Manage your Time and Workload more Effectively</a>	13-07-22 15:00 - 16:30	Personal Skills	Webinar
<a href="#">PRCA Summer Future Leaders Programme - Face to Face in Jersey</a>	14-07-22 9:30 - 17:00	Advanced	Jersey
<a href="#">Improving your Proofreading and Editing Skills</a>	14-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Introduction to Google Analytics for PR and Communications</a>	14-07-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Media Training and Media Interview Skills</a>	19-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Client Management: A strategic guide to successful client relationships</a>	19-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Harnessing the power of twitter for PR and Communications</a>	19-07-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Becoming Confident and Assertive</a>	20-07-22 9:30 - 13:30	Personal Skills	Virtual Classroom
<a href="#">Women in Senior Leadership: A guide to taking charge of your career</a>	20-07-22 15:00 - 16:30	Advanced	Webinar
<a href="#">Winning The War for Talent Masterclass: From brand building to optimising your recruitment</a>	21-07-22 9:30 - 17:00	Advanced	London
<a href="#">The Right Way to use Facebook for PR and Communications</a>	21-07-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Writing Effective Press Releases</a>	26-07-22 9:30 - 17:00	Introductory	London

Course	Date/Time	Level	Format
<a href="#">Mastering Persuasion and Influence</a>	26-07-22 9:30 - 17:00	Personal Skills	London
<a href="#">Purposeful Communication and Communicating Purpose</a>	26-07-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Planning a Strategic PR Campaign</a>	27-07-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Making Better Decisions Under Pressure</a>	27-07-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#">Two-Day Crisis Management Masterclass</a>	28-07-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Project Management</a>	28-07-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Crisis Management – Practical tips for reputation, recovery and rebuilding</a>	28-07-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Public Affairs Outside of Westminster</a>	28-07-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Effective Leadership - Skills and behaviours needed to deliver efficiency and results</a>	02-08-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Writing Compelling Longform Content</a>	02-08-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#">Successful Media Messages</a>	02-08-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Introduction to Management</a>	03-08-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">You and your clients: A coaching session</a>	03-08-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Social Media 3.0: exploiting the latest tools and techniques</a>	03-08-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Budget Management</a>	04-08-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">LinkedIn for PR and personal branding</a>	04-08-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Account Management</a>	08-08-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Implementing A Social Media Audit</a>	09-08-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Making Great PR Campaigns with Instagram</a>	09-08-22 15:00 - 16:30	Intermediate	Webinar

Course	Date/Time	Level	Format
<a href="#">Selling into the Media</a>	10-08-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Beyond Emotional Intelligence</a>	10-08-22 10:00 - 16:00	Advanced	Virtual Classroom
<a href="#">Developing a digital strategy</a>	11-08-22 9:30 - 17:00	Intermediate	Webinar
<a href="#">Write Results - From press releases to tweets</a>	11-08-22 10:00 - 17:00	Introductory	Virtual Classroom
<a href="#">Building an Internal Communications Campaign that Works</a>	16-08-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">How does SEO work? A guide for PR and Communications Practitioners</a>	16-08-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Understanding Finance</a>	23-08-22 10:30 - 12:00	Advanced	Webinar
<a href="#">Creativity - transform your capability</a>	23-08-22 10:30 - 15:00	Intermediate	Virtual Classroom
<a href="#">Introduction to PR and Communications</a>	24-08-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Honing Your Copywriting Skills</a>	24-08-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Successful Media Relations</a>	24-08-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">An Introduction to the Public Affairs Code</a>	24-08-22 10:00 - 11:00	Introductory	Webinar
<a href="#">Mastering Measurement for More Effective Communications</a>	25-08-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Climbing the PR and Communications Career Ladder</a>	25-08-22 15:00 - 16:30	Personal Skills	Webinar
<a href="#">Lead Generation - Planning for gold</a>	01-09-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Managing an agency part 1</a>	01-09-22 10:00 - 17:00	Advanced	Virtual Classroom
<a href="#">Navigating the Paid Marketing Landscape in 2022 and Beyond</a>	01-09-22 10:30 - 12:00	Advanced	Webinar
<a href="#">Selling into the Media</a>	06-09-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Unlock Your Writing Super Power</a>	06-09-22 9:30 - 17:00	Introductory	Virtual Classroom

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<a href="#">Behavioural Economics – The science behind successful PR</a>	06-09-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Developing a digital strategy</a>	07-09-22 2:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Presentation Skills</a>	07-09-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#">Introduction to Public Affairs</a>	07-09-22 10:30 - 12:00	Introductory	Webinar
<a href="#">Account Management</a>	08-09-22 9:30 - 17:00	Intermediate	London
<a href="#">Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</a>	08-09-22 10:00 - 16:00	Personal Skills	London
<a href="#">Women in Senior Leadership: A guide to taking charge of your career</a>	08-09-22 10:30 - 12:00	Personal Skills	Webinar
<a href="#">Communicate for Impact: Get better results from all your meetings, teleconferences, and emails</a>	13-09-22 9:30 - 12:30	Personal Skills	London
<a href="#">Project Management</a>	13-09-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Developing a Communication Strategy</a>	14-09-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Planning a Strategic PR Campaign</a>	14-09-22 9:30 - 17:00	Intermediate	London
<a href="#">Crisis Management – Practical tips for reputation, recovery and rebuilding</a>	14-09-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Managing an Agency – Part 2</a>	15-09-22 10:00 - 17:00	Advanced	Virtual Classroom
<a href="#">TikTok: Tips and Trends for Digital PR and Social Media Campaigns</a>	15-09-22 14:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Making Change: How Corporate and Brand Activism Works</a>	20-09-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Write Results - From press releases to tweets</a>	20-09-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Ethics in PR and Communications</a>	20-09-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Writing Effective Press Releases</a>	21-09-22 9:30 - 17:00	Introductory	Virtual Classroom

Course	Date/Time	Level	Format
<a href="#">Better Pitching</a>	22-09-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Exemplary People Management</a>	22-09-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Managing Performance to Improve Productivity</a>	27-09-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Developing an Internal Communications and Engagement Strategy</a>	27-09-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Introduction to PR and Communications</a>	28-09-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Your Role in New Business Pitching</a>	28-09-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Having the clients you Deserve</a>	28-09-22 10:00 - 12:30	Advanced	Virtual Classroom
<a href="#">Good B2B Media Writing</a>	29-09-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Advanced Public Affairs</a>	29-09-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Social Media Metrics</a>	29-09-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Successful New Business Pitching</a>	04-10-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Selling into the Media</a>	04-10-22 9:30 - 17:00	Introductory	London
<a href="#">Developing a digital strategy</a>	05-10-22 2:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Crisis Communications Management</a>	05-10-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">The Tweet-Suite: Using Twitter to turbo charge your PR and Communications Campaigns</a>	05-10-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Introduction to Management</a>	06-10-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Managing an Integrated Communications Campaign</a>	06-10-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Developing the best version of yourself</a>	11-10-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#">Business Development Planning and Strategy</a>	11-10-22 9:30 - 17:00	Intermediate	Virtual Classroom

Course	Date/Time	Level	Format
<a href="#"><u>Getting Maximum Impact from a Disappearing PR and Communications Budget</u></a>	11-10-22 10:30 - 12:00	Intermediate	Webinar
<a href="#"><u>Managing an In-House Team</u></a>	12-10-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#"><u>Mastering Persuasion and Influence</u></a>	12-10-22 9:30 - 17:00	Personal Skills	Virtual Classroom
<a href="#"><u>Successful Networking</u></a>	13-10-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#"><u>The Savvy Account Director</u></a>	13-10-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#"><u>Employee Change Communications</u></a>	13-10-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#"><u>Getting to Grips with Grammar</u></a>	13-10-22 10:30 - 12:00	Introductory	Webinar
<a href="#"><u>Introduction to Writing for PR and Communications Practitioners</u></a>	13-10-22 15:00 - 16:30	Introductory	Webinar
<a href="#"><u>Improving your Proofreading and Editing Skills</u></a>	18-10-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#"><u>Crisis Management Secrets from an Editorial Lawyer</u></a>	18-10-22 10:00 - 13:00	Advanced	Virtual Classroom
<a href="#"><u>Crisis Management in a Complex, Global Environment</u></a>	18-10-22 10:00 - 12:30	Personal Skills	Webinar
<a href="#"><u>Client Management: A strategic guide to successful client relationships</u></a>	19-10-22 9:30 - 17:00	Intermediate	London
<a href="#"><u>How to Nail the Creative Process from Start to Finish</u></a>	19-10-22 10:00 - 13:00	Introductory	Virtual Classroom
<a href="#"><u>Gaining Coverage in a Digital Media World</u></a>	19-10-22 10:30 - 12:00	Introductory	Webinar
<a href="#"><u>Smarter Prospecting</u></a>	20-10-22 0:00 - 0:00	Advanced	Virtual Classroom
<a href="#"><u>Running an Effective Political Campaign</u></a>	20-10-22 15:00 - 16:30	Intermediate	Webinar
<a href="#"><u>Creating a High-Performing Team in the Digital Age</u></a>	25-10-22 5:00 - 13:00	Advanced	Virtual Classroom
<a href="#"><u>Introduction to PR and Communications</u></a>	25-10-22 9:30 - 17:00	Introductory	London

Course	Date/Time	Level	Format
<a href="#">Digital Landscape for PR and Communications</a>	25-10-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Becoming Confident and Assertive</a>	26-10-22 9:30 - 13:30	Personal Skills	Virtual Classroom
<a href="#">How to Communicate about Climate Change Accurately and Effectively</a>	27-10-22 9:30 - 13:00	Intermediate	Virtual Classroom
<a href="#">Account Management</a>	27-10-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">PR Agency Finances for Account Managers</a>	27-10-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Honing Your Copywriting Skills</a>	01-11-22 9:30 - 17:00	Intermediate	London
<a href="#">Narrative by Numbers: How to tell powerful and purposeful stories with data</a>	01-11-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">The Trusted Advisor: How to Win and Retain Clients' Confidence</a>	01-11-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Selling into the Media</a>	02-11-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Purposeful Communication and Communicating Purpose</a>	02-11-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Effective Leadership - Skills and behaviours needed to deliver efficiency and results</a>	03-11-22 9:30 - 17:00	Advanced	London
<a href="#">The Power of Podcasting Masterclass (Divided in 2 half days 03.11.22 + 11.11.22)</a>	03-11-22 9:30 - 13:00	Intermediate	Virtual Classroom
<a href="#">The Right Way to use Facebook for PR and Communications</a>	03-11-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Managing Clients</a>	08-11-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Account Management</a>	08-11-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Influencer Relations</a>	08-11-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Write Results - From press releases to tweets</a>	09-11-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Productive Conflict and Difficult Conversations</a>	09-11-22 9:30 - 13:30	Advanced	Virtual Classroom
<a href="#">Presentation Skills</a>	10-11-22 9:30 - 17:00	Personal Skills	Virtual Classroom



Course	Date/Time	Level	Format
<a href="#">Parliament and Public Affairs</a>	10-11-22 9:30 - 13:30	Intermediate	Virtual Classroom
<a href="#">LinkedIn for PR and personal branding</a>	10-11-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Budget Management</a>	15-11-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">You and your clients: A coaching session</a>	15-11-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Producing Engaging Content in Public Sector Communications</a>	15-11-22 10:30 - 12:00	Introductory	Webinar
<a href="#">Writing Effective Press Releases</a>	16-11-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Mastering the Art of Memorable Moderation &amp; Facilitation</a>	16-11-22 9:30 - 13:00	Advanced	Virtual Classroom
<a href="#">Two Day Digital Masterclass (Divided in 2 full days 17.11.22 + 25.11.22)</a>	17-11-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Planning a Strategic PR Campaign</a>	17-11-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Successful Meetings</a>	22-11-22 15:00 - 16:30	Introductory	Webinar
<a href="#">Diversity &amp; Inclusion for PR and Communications Managers</a>	23-11-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Controlling Over-Servicing</a>	23-11-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Social Media in Public Affairs</a>	23-11-22 10:30 - 12:00	Introductory	Webinar
<a href="#">Producing Thought Leadership That Actually Works</a>	24-11-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Creating Great B2B Social Media Campaigns</a>	24-11-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Issues &amp; Crisis: Putting the human imperative front and centre</a>	29-11-22 9:30 - 13:00	Advanced	Virtual Classroom
<a href="#">Project Management</a>	29-11-22 9:30 - 17:00	Introductory	London
<a href="#">The Power of Emotions in PR and Communications</a>	29-11-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Planning a Strategic PR Campaign</a>	01-12-22 9:30 - 17:00	Intermediate	London

Course	Date/Time	Level	Format
<a href="#">Selling into the Media</a>	01-12-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Social Media 3.0: exploiting the latest tools and techniques</a>	01-12-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Growing Your Own Gravitas: Confidence and Credibility for Women in PR and Communications</a>	05-12-22 10:00 - 16:00	Personal Skills	Virtual Classroom
<a href="#">Mastering Measurement for More Effective Communications</a>	06-12-22 9:30 - 12:30	Advanced	Virtual Classroom
<a href="#">Ethics in PR and Communications</a>	06-12-22 10:30 - 12:00	Intermediate	Webinar
<a href="#">Introduction to PR and Communications</a>	07-12-22 9:30 - 17:00	Introductory	Virtual Classroom
<a href="#">Content Marketing: Creative Strategy Tips to Drive Conversation</a>	07-12-22 9:30 - 12:30	Intermediate	Virtual Classroom
<a href="#">Confidence, Clarity, Control – How to become a brilliant spokesperson</a>	07-12-22 9:30 - 12:30	Personal Skills	Virtual Classroom
<a href="#">Unleash Your Creativity</a>	07-12-22 15:00 - 16:30	Intermediate	Webinar
<a href="#">Media Training and Media Interview Skills</a>	08-12-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Motivating and Leading PR and Communications Teams</a>	08-12-22 9:30 - 17:00	Advanced	Virtual Classroom
<a href="#">Crisis Communications Management</a>	13-12-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Improving your Proofreading and Editing Skills</a>	13-12-22 9:30 - 17:00	Intermediate	Virtual Classroom
<a href="#">Using Video in Social Media for PR and Communications</a>	13-12-22 10:30 - 12:00	Introductory	Webinar

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